

Little Benny's Notebook

By Lee Page

Sid Hunt was in his father's automobile and it bumped into another automobile, causing an accident...

BIG NEED FOR BETTER SHAVING How Many Men in This Town Had a Good Shave This Morning?

Probably a thousand or so started the day wrong with a bad-tempered shave. That any one of them took out of himself in mental waste and physical distress would pay a dozen times over for a New Improved Gillette.

\$5.00



Cunard MAURETANIA

In addition to her famous crossing in 4 1/2 days, she has just broken the World's Record from America to France.

Next sailing June 6. MAURETANIA, BERENGARIA and AQUITANIA, the great wonder ships of the Cunard Line, provide the fastest crossing of the Atlantic.

For complete Cunard comfort at somewhat less speed and lower cost, try the established favorites, CARONIA and CARMANIA...

CUNARD and ANCHOR STEAM SHIP LINES Passenger Office—1300 Walnut St., Phila. Freight Office—Bourse Bldg., Phila.

Meats to Please You—Pleased to Meet You at the MARKET STREET BEEF CO.

Eat Beef This Week. Our Beef is the Finest that Money Can Buy in the Market Today.

- Sirloin Steaks or Sirloin Roasts, 20c lb Rump Steaks or Rump Roasts, 20c lb Top of Round for Steaks or Roasts, 20c lb Pin Bone or Rib Roasts . . . 20c lb Sugar-Cured Boneless Bacon, 20c lb

- Lean Boneless Beef for Stewing . . . . . 12 1/2c lb Fresh-Ground Hamburg Steak . . . . . 12 1/2c lb Finest Half Smokes in the City . . . . . 12 1/2c lb Best Ham or Beef Bologna . . . . . 12 1/2c lb

Oleo or Nut Margarine . . . . . 3 lbs. for 50c

MARKET STREET BEEF CO. 5221-23-25 Market St. 5939 Market St.



More Trains Better Service

ATLANTIC CITY

Just when the daily rider needs them All Steam Express Trains

Look at These Afternoon Trains: on the Summer Schedule—Effective June 18

Table with columns: Leave, Station, Time, Train Name. Includes Chestnut St. Ferry, Boardwalk Flyer, The Baltic, The Rocket.

\*Saturdays only. †Except Saturdays. ‡Direct train to Baltic Ave. stations.

"The Reason for THE READING'S Popularity"

"The line that saves your time" Philadelphia & Reading System Atlantic City Railroad

Why so much printing is done in a hurry

THERE is a very good reason for the fact that most printing is wanted in a hurry.

A man's decision to order a new booklet or catalog comes about the time he wishes he had it in the mail.

The man who wants to start his advertising next week is privately, perhaps unconsciously, wishing he had commenced it three years ago.

Do not wait until your season is upon you and your salesmen are out, and then decide that you require some printed messages.

Begin now to plan the sort of printing your business needs. A full year in advance is not too soon to begin to organize your direct advertising.

Call in a good printer. A good printer is one who knows the relationships between better paper, better printing, and better selling. He knows that his work is to help sell your goods.

There are such printers. Locate one. Call him up. Get started. Avoid hurry.

S. D. WARREN COMPANY, BOSTON

Warren's Standard Printing Papers are sold by

D. L. WARD COMPANY Lombard 6800 Philadelphia Main 1701 Baltimore Washington Richmond Wilkes-Barre

WARREN'S STANDARD PRINTING PAPERS



To help you in planning direct advertising, we shall be glad to send you copies of an interesting series of booklets entitled, "Making It Easy to Plan Printing."

AMERICAN STORES CO. ASCO ASCO

The Surest Test

of the merits of anything is an actual trial, and the best way to test a coffee is in the cup. Try a cup of Asco Coffee—enjoy its fragrant aroma, its delicious flavor—and you'll agree it is a wonderful bargain at 29c per lb.

ASCO Coffee lb 29c "You'll taste the difference!"

Asco Evaporated Milk "Pure as the morning dew" tall can 9c

Reg. 23c Can Fancy Calif. Peaches cut to 20c Reg. 29c can Extra Fancy Calif. Peaches cut to 26c

- Hecker's Self-Raising Flour . . . . . 15c Asco Baking Powder . . . . . 5c, 9c, 17c Hecker's Old Homestead Flour . . . . . 15c Asco Seedless Raisins . . . . . 13c Presto Self-Raising Flour . . . . . 15c Calif. Seeded Raisins . . . . . 13c Gold Seal Flour . . . . . 12-lb bag 57c Seedless Raisins (Sun-Maid) . . . . . 13c

New Potatoes 1/4 pk. 12 1/2c (3 3/4 lbs.) 1/2 pk. (7 1/2 lbs.), 25c; 1/2 bu. (30 lbs.), \$1.00

New Texas Onions . . lb 6 1/2c (4 lbs for 25c)

- Asco Ice Cream Salt . . . . . bag 15c Asco Oleomargarine . . . . . lb 22c Small Lima Beans . . . . . can 12 1/2c Tomato Puree . . . . . can 7c Large Green Lima Beans . . . . . can 22c Choice Succotash . . . . . can 12c Sugar Corn . . . . . can 10c Asco Crushed Corn . . . . . can 15c

Rich, Creamy Cheese 21c lb Aged just enough to give it the right snap. Asco Macaroni 3 pkgs. for 25c

N. B. C. Cakes and Crackers Graham Crackers . . . . . 5c Lemon Snaps . . . . . 5c Oatmeal Crackers . . . . . 5c Vanilla Wafers . . . . . 5c Zu Zu Snaps . . . . . 5c Macaroons . . . . . 5c Cheese Tid-Bits . . . . . 5c

- Marrowfat Beans . . . . . lb 10c Asco Pork and Beans . . . . . can 9c Best Soup Beans . . . . . lb 10c Asco Tomato Catsup . . . . . big bot 15c Red Kidney Beans . . . . . lb 12c Asco Sifted Peas . . . . . can 17c Lima Beans . . . . . lb 12 1/2c Partly Cooked Sour Krout big can 16c

Loella Butter lb 45c Exquisite in purity—delicious in flavor—it is truly the finest butter in America! Taste it! Richland Butter . . lb 42c Pure creamy prints. Also big value.

Fresh Country EGGS doz 30c carton of twelve 35c Fresh from the nest. The pick of the nests.

- Snowdrift Shortening . . . . . can 17c Cooked Sugar Beets . . . . . big can 14c Princess Salad Dressing . . . . . bot 21c Cooked Sweet Potatoes . . . . . big can 15c Asco Cider Vinegar . . . . . bot 16c Cooked Corned Beef . . . . . big can 23c Asco White Dist. Vinegar . . . . . bot 12c Choice Tomatoes . . . . . can 11c, 15c

Asco Corn Flakes 3 pkgs. for 20c Nice and crisp. You can't buy better so why pay more?

- Juicy Grapefruit . . . . . each 10c Asco Peanut Butter . . . . . tumbler 9c Norway Mackerel . . . . . each 5c, 7c, 15c Pure Jellies . . . . . glass 10c Asco Sugar Cured Bacon . . . . . pkg 17c Temtor Jams . . . . . jar 20c, 25c Asco Sliced Dried Beef . . . . . pkg 12c Temtor Grapejam . . . . . jar 25c

Victor Bread big loaf 6c Just the kind of bread you would bake in your own kitchen—wholesome and nutritious. Victor Raisin Bread loaf 10c With big fat raisins.

ASCO Teas 1/2-lb 12c 1/2-lb pkg, 23c lb pkg, 45c Refreshing and invigorating. Five delectable blends. Orange Pekoe India Ceylon Plain Black Old Country Style Mixed

Meat Specials In Our Sanitary Meat Markets

GENUINE SPRING LAMBS About 25% of these are from Maryland, and the rest are from California. BORN on the rich pastoral plains of the Pacific slope, they develop very rapidly, and are shipped East alive, while still babies. On the way across the continent they are taken from the train every thirty-six hours and allowed to rest, this careful attention is responsible for the perfect condition in which they reach here.

- Breast . . . . . lb 16c Legs of Lamb . . . . . lb 45c Rack Chops . . . . . lb 35c Neck . . . . . lb 20c Rib Chops . . . . . lb 45c Shoulders . . . . . lb 30c Loin Chops . . . . . lb 55c

Milk-Fed Stewing Chickens . . . . . lb 35c | Soft-Meated Roasting Chickens . . . . . lb 40c

GENUINE NATIVE BEEF Rolled Pot Chuck Roast lb 10c Lean Soup Beef . . . . . lb 7c | Lean Stewing Beef . . . . . lb 10c

HOT WEATHER DELICACIES READY TO SERVE Cooked Luncheon Roll 1/4-lb 12c Sliced Lebanon Bologna 1/4-lb 8c Baked Meat Loaf 1/4-lb 12c

Cooked Lamb Tongues pt. jar 50c - qt. jar 70c Packed in Pure Spices and Vinegar.

These prices effective in our Phila., Camden and suburban Stores and Meat Markets